

## What is Precision Q+A?

Precision Q+A™ is a methodology for improving analytic thinking and discussion by asking questions that are focused and precise and pairing them with answers that are targeted and concise. The result is a tightly-aligned discussion that drives analysis deeper, solves problems faster, and increases the efficiency of business conversations.

### Are you feeling stuck in meetings that go nowhere?

Precision Q+A increases the efficiency of meetings by teaching a framework for matching focused questions with targeted answers. Aligned questions and answers help people work together in new ways to get to the heart of the matter quickly.

### Are you wasting time on unfocused email?

Using Precision Q+A strengthens analytic thinking and problem solving throughout an organization. Questions become more focused and clear, so you can close email exchanges faster.

### Do your managerial reviews spiral out of control?

Shared understanding of Precision Q+A in an organization improves managerial and executive reviews. Leaders know how to articulate precise analytic questions to get to what they need to know. Presenters understand the value of concise, targeted answers. Deeper thinking helps mitigate risk, and managerial reviews are more focused, efficient, and productive.

### HOW DOES PRECISION Q+A HELP AN ORGANIZATION THINK DEEPER?

Precision Q+A teaches employees to develop their analytic thinking through asking questions that are focused and precise. The Precision Q+A workshop offers your team a shared vocabulary of analytic questions to deepen your thinking and create more effective meetings, decisions, and reviews.

- *Since 1994, more than 50,000 people have studied Precision Q+A in hundreds of workplaces across 28 industries around the globe.*
- *Our clients include industry leaders in software, banking, electronics, energy, finance, healthcare, insurance, media, retail, technology, telecommunication, manufacturing, and transportation.*

## HOW DOES PRECISION Q+A WORK?

Questions and answers are the backbone of knowledge work, so changing the way we articulate them fundamentally changes our thinking.

- Precision Q+A introduces a robust, research-based framework for asking analytic questions that helps participants become more precise in their thinking.
- Precision Q+A offers a practical set of tools for creating concise answers, which increases the efficiency of workplace discussions.

## WHAT SHOULD I EXPECT FROM A WORKSHOP?

Our one-day workshop is a highly interactive learning experience that builds on activities drawn from participants' real work.

- Four out of five participants report their understanding of a significant business issue has deepened in just one day of using Precision Q+A.
- Four out of five participants say they are better equipped to communicate with senior management after learning Precision Q+A.
- Four out of five participants tell us they have more effective and efficient business discussions after learning Precision Q+A.

↗ *We consistently teach employees at more than 20 of the NASDAQ 100. Among Fortune's 2012 list of "World's Most Admired Companies" Vervago teaches:*

- *The top five software firms*
- *The top three internet services and retailing companies*
- *Three of the top five semiconductor companies*

## Participants Say

“ Unlike other trainings, this is something you can use walking out the door. I applied what I had learned in class the very next day. ”

“ I left the training with a new level of conceptualization before responding to questions. By far, this was one of the most informative trainings I have ever experienced. ”

“ Precision Q+A improved my ability to do practical critical thinking and ask questions, which led to my quick rise in prominence within the company. ”

“ Our first signs of success occurred in project reviews. We started hitting our targets more often. When you use Precision Q+A to examine your goals and milestones, your accuracy improves. ”